

THE MAD HATTER



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Monday, December 4, 1978

DOUGLAS COLLEGE LIBRARY
ARCHIVES

- Page 1. Library books recovered
Reserve Lists
Malaspina Experience
Exam Week Policy
Telephone Changes
- Page 2. The Canadian Scene

THE MAD HATTER'

A Douglas College Newsletter
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by

Douglas College Technical
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THE MALASPINA EXPERIENCE

On Thursday, December 7 at 4:15 pm in Room
N603 L. Neering, Ed Hong and a biologist will
talk about their experience in the design and
development of the laboratory office and other
teaching facilities at Malaspina College. Ed
Hong will also talk about what he gained from
touring facilities in the United States (he has
some slides and overheads).

All interested in the development of facilities
are invited to attend.

W. Reed (CHEMISTRY)

LIBRARY BOOKS RECOVERED

Quick thinking by Library Staff at New
Westminster Campus enabled the police to
recover nearly 300 overdue library books
from the apartment of a New Westminster
man. 55 of these books belonged to Douglas
College. Library staff became suspicious
of a non-college borrower who appeared to
resemble a man previously known to have
used several names and addresses in borrow-
ing books from libraries in the lower
mainland. Without alarming him, they
succeeded in gaining sufficient time for
other library staff to obtain the man's
car licence number, from which police were
able to obtain his true address. A sub-
sequent visit by the police resulted in
the discovery of several thousand dollars
worth of overdue and apparently stolen
books, from Douglas, Vancouver Community
College, UBC, SFU, Vancouver Public Library,
Burnaby Public Library, New Westminster
Public Library, and elsewhere. Charges are
now being considered.

DRW/gb

David R. Williams,
Director of Libraries.

To: All Instructors

From: Sylvia Bell, Circulation Librarian

Re: Reserve Lists

The library must receive reserve lists no
later than December 10th to guarantee that
material will be processed by the commencement
of classes. If this deadline is not met,
please allow at least 3 weeks for the process-
ing of material. Reserve forms are available
at all Campus Libraries.

DOUGLAS COLLEGE ARCHIVES

EXAM WEEK POLICY

Dear Faculty Member:

I would like to draw your attention to
the final exam week policy which is as
follows.

A five day period is set aside at the end
of each semester for each course that has
a final examination.

This insures that the students do not have
conflicts because examinations may take
more than two hours of the time normally
allocated to each class. The exam schedule
is posted and the students have the oppor-
tunity to deal with time conflicts and
have the schedule changed.

Holding final examinations in the weeks
prior to the final exam week is detrimental
to the students because it creates conflicts
prior to exam week and students miss other
classes in order to study for or take the
"final exam"; therefore no test valued at
more than 10 percent may be given in the
two weeks prior to exam week.

Yours sincerely,

R.H. Pridham
Dean, Educational Services

TELEPHONE CHANGE

Lorry Hughes - event Magazine local 278
now changed to local 215.



The second part of the Canadian Scene.

If this assumption is correct, there may be a need for cigarettes which are low in tar and carbon monoxide, but which contain higher quantities of nicotine.

Product modifications should take advantage of the fact that the last smokeable portion of the cigarette contains the highest concentration of tar and nicotine. To date smokers have only been warned about this and have been urged not to smoke their cigarettes too short. The Isabelle Report¹ recommended a more active approach—that is, placing a red line around each cigarette to indicate when it should be discarded. This would provide a ready reminder to smokers and help them to voluntarily smoke more safely. A more extreme approach would be to wrap the end of the cigarette with a fire-resistant material which would extinguish the cigarette when the butt reached a certain length.

Other ways of reducing the effect of concentrated tar and nicotine in the butt end of cigarettes would be to reduce the length of cigarettes or to increase the length of the portion that cannot be smoked. The steady progression of lengths from the regular cigarette at 70 mm, to the popular king size at 85 mm, then to 100 mm and now to 120 mm has to some extent offset the benefits of the reduced tar and nicotine yield in the cigarettes. Reducing the smokeable portion of cigarettes would lead to less hazardous smoking, and discussions are now taking place between the federal government and the tobacco industry on this subject.

SOCIETAL INFLUENCES ON SMOKING

Smokers make up less than one-half of the Canadian population 20 years of age and over and the proportion has been decreasing fairly steadily. Nevertheless, smoking is still widely regarded as socially acceptable behaviour even though it is also generally recognized as a health hazard. It has been suggested that the favourable image of smoking and the presence of so many smokers are important factors in recruiting new smokers among young people, in preventing regular smokers from quitting, and in getting former smokers to start again.

Ads make use of the strong social bond inherent in smoking and are aimed at those who search for companionship and seek security in interpersonal relationships. Another approach emphasizes product quality and taste. More recently, increasing emphasis is being placed on mildness and low nicotine levels.

The following examples of slogans used in the advertisements indicate the essence of the various appeals:

"Get a taste of independence"

"Wherever you go . . . so much more to enjoy"

"The best tobacco money can buy"

"Come to the good taste"

"Looking good. Tasting great."

"A taste you can call your own"

"When mildness becomes important"

"Two refreshing ways to quench your taste. Mild and Extra Mild"

"The gentle art of milder smoking"

"Canada's mildest cigarette."

These advertisements stress enjoyment, taste and mildness, all of which are sensate appeals. The ads use the

word "taste" in a number of different ways. "Taste" has the connotation of pleasant stimulation of olfaction but, more importantly, it is used as a euphemism for satisfaction of the craving for nicotine as in "two refreshing ways to quench your taste". There is also a hint of a unique aroma and appearance that smokers "prefer", which is depicted as a personal taste — for example, "a taste you can call your own".

EFFECTIVENESS

Because mass media techniques have obviously been used successfully to market all types of products, it has been widely accepted that these same techniques should be very effective in changing attitudes. This assumption seems to be true in the case of loosely held or 'neutral' health-related attitudes. They can be altered fairly easily if the message being communicated relates directly to them and if the new attitude which is being promoted is consistent with existing public opinion. However, attitudes which are grounded in tradition and are strongly held, are very difficult to change. This difference in attitude strength is important in understanding why the mass media are effectively used to sell a brand of cigarettes but might fail to convince a smoker to quit or a nonsmoker not to start.

REGULATORY RESTRICTIONS

Measures which interfere least with an individual's usual action or behaviour are likely to be the most effective, while those which demand significant behavioural changes, involve inconvenience, or are time consuming are unlikely to succeed. Based on this assumption, regulations are more effective when they are applied to the product or to advertising than when they require an individual to take some action to comply with the law.

Canadian manufacturers voluntarily restricted tar and nicotine levels as of January 1, 1972, in order to avoid the adoption of proposed federal government legislation.

The voluntary termination of cigarette advertising on radio and television in Canada as of January 1, 1972, has helped somewhat to limit the extent of advertising and has shifted it primarily to magazines and newspapers. However, advertising still exerts an important influence by giving tobacco products an aura of social acceptability.

¹Isabelle, G.M. Report of the Standing Committee on Health, Welfare, and Social Affairs on Tobacco and Cigarette Smoking. House of Commons, Canada, Session 1969-1970.

*Extracted from *Smoking and Health in Canada: Long Range Health Planning Branch and Non-Medical Use of Drugs Directorate, March 1977.*

UP IN SMOKE! World spending on smoking is estimated at \$85 billion to \$100 billion, covering an annual consumption of four trillion cigarettes.

